

GRAPHIC DESIGNER

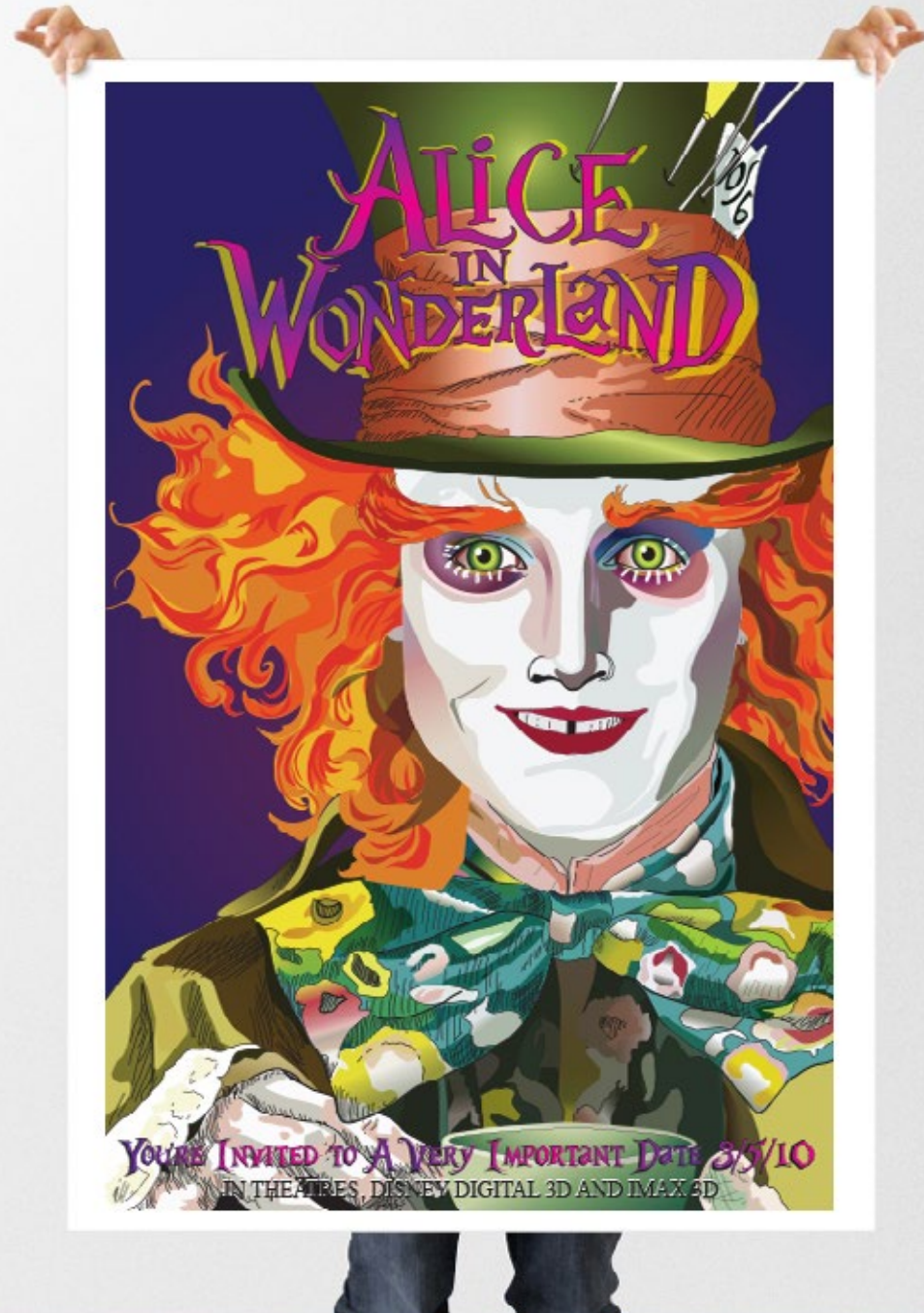
DIGITAL PORTFOLIO

Jesse Smith
GRAPHIC DESIGNER

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ALICE IN WONDERLAND POSTER

The goal of this project was to illustrate a poster for any film of our choosing. In this case I chose to illustrate the Mad Hatter from the new Alice In Wonderland film.



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SUPERHERO ART DECO POSTERS

The goal of this project was to create an Illustrated Poster featuring a superhero, that has been created in the Art Deco style. The Catwoman poster on the left is the original project. It was followed by the Nocturna poster on the far right, and the Poison Ivy one in the centre. Both of which I created for fun on my own time.



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SUPERHERO ANNUAL REPORT

The goal of this project was to create our own superhero, design the branding, and then design annual report around the character. The character I chose was named Andro, and it's power was the ability to change genders, and mimic an sound on the planet.



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CLASSIC BOOKS - BOX SERIES

The goal of this project was to design 4 books sleeves, each for a different classic book. Each book had to be designed as a stand alone design, but one that would also contain similarities with its counterparts when paired as a boxed series.

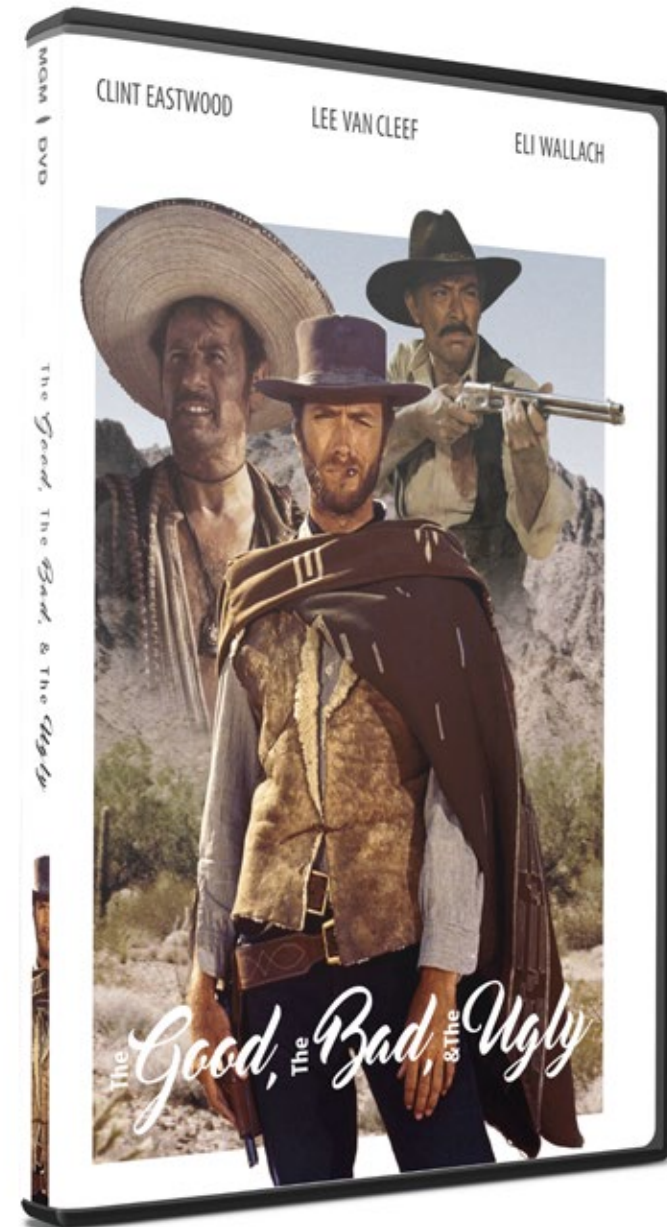


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CLASSIC DVD CASE

The goal of this project was to design a DVD case for a classic movie that was chosen on our behalf. The case had to contain some modern trends that are currently being used on DVD cases today.



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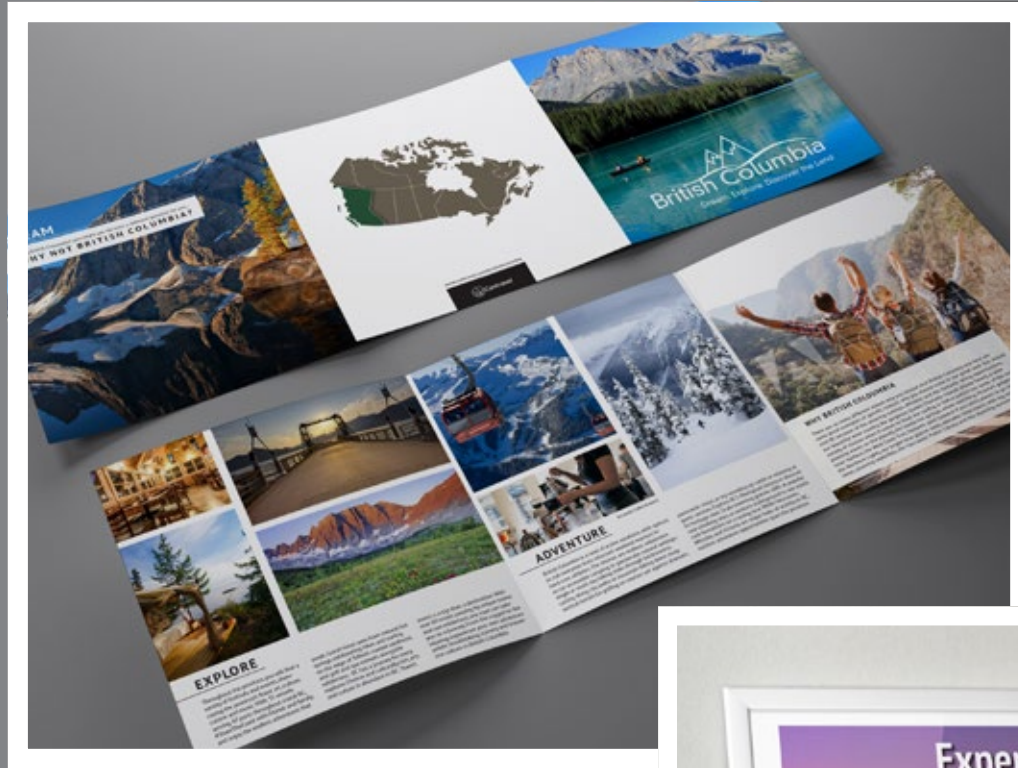
HOME HEALTHCARE ADVERTISING

The goal of this project was to design a range of different advertising pieces for a company that was chosen for us. Depicted here is a Website Skin that I designed for the project, along with a mobile landing page for the website.



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BRITISH COLUMBIA AD CAMPAIGN

The goal of this project was to design a range of different promotional materials for a travelling agency, and a specific province that was chosen for us. This was a group project, but these two pieces were done by me specifically. On the top left is a promotional, trifold brochure, and on the bottom right is a promotional poster.



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DOMINO MAGAZINE

The goal of this project was to design a magazine of our own creation. We were to design 2 covers for 2 consecutive months, 2 double-page spreads (one text heavy, one image heavy), and 1 contents page.



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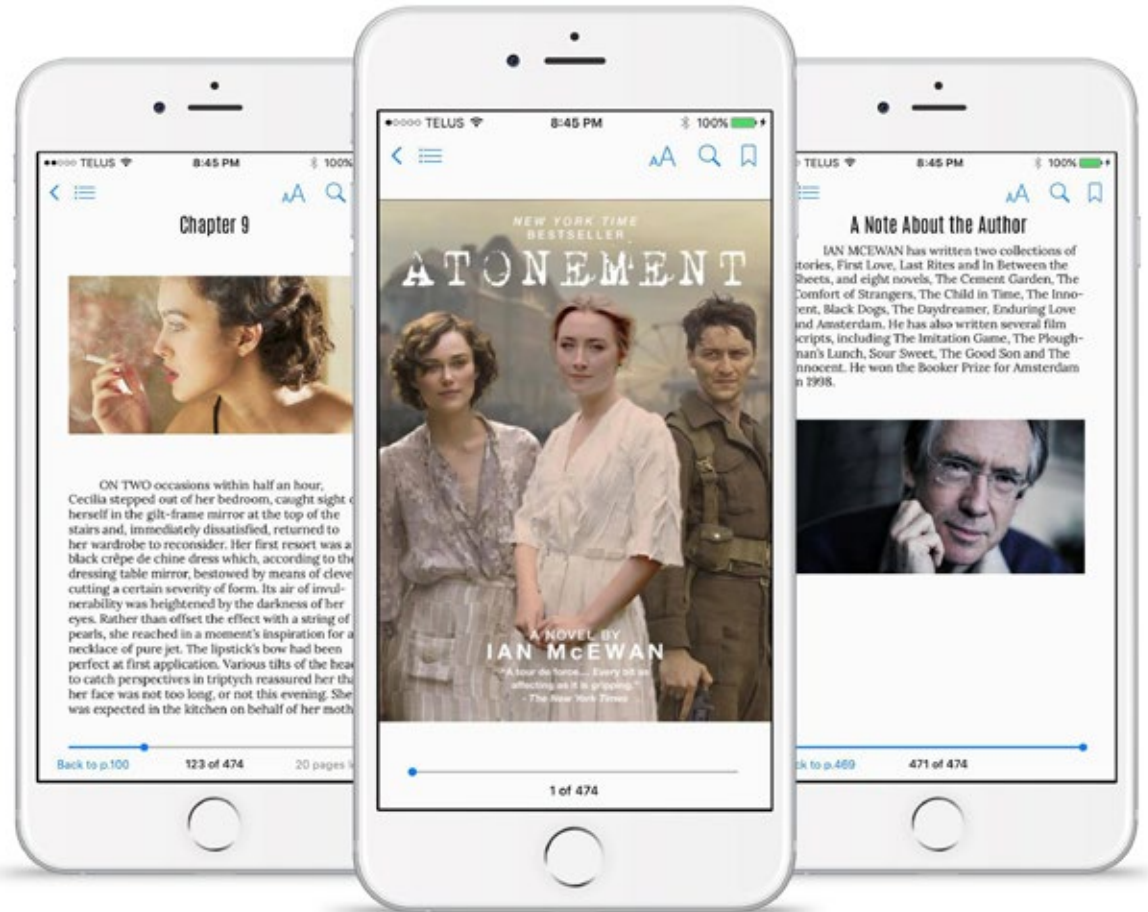
PACKAGING DESIGN

The goal of this project was to design your own label for 3 different types of wine: White, Red and Rosé. I chose to name my wine Caia, after the roman goddess of fire and women. Each bottle features a vector rendering of an ancient roman coin displaying the face of the goddess as it was thought to have looked.



E-PUBLISHING

The goal of this project was to choose and design any kind of electronically published piece that we would like. For my project I chose to create an eBook for a book that I really wanted to read: *Atonement*. The book also had to be interactive in any way, which you can find under the “Film Adaption” section in the table of contents.



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CARAVAN CATALOGUE

The goal of this project was to design a catalogue for an upscale furniture brand. The requirements were a front and back cover, a contents page, an "About Us" page, and a double-page spread featuring an assortment of different furniture that matched with the branding of the company.



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WEBSITE

RESUME